

Room AC Market Size and Forecast (2021-2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Split AC, Window AC, and Portable AC), Technology (Inverter Technology and Non-Inverter Technology), End User (Residential and Commercial), and Geography

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Abstracts

The room AC market size was valued at US\$ 52.16 billion in 2024 and is expected to reach US\$ 78.60 billion by 2031; it is estimated to record a CAGR of 6.1% from 2025 to 2031.

The room AC market is segmented into five major regions—North America, Europe, Asia Pacific (APAC), the Middle East & Africa (MEA), and South & Central America. Asia Pacific dominated the market in 2024, followed by North America and Europe, respectively. Asia Pacific countries, particularly China, Japan, and India, are witnessing rapid growth in the room AC market due to increasing industrialization and infrastructure development. Xiaomi has announced plans to begin large-scale production at its first smart home appliance factory by the end of 2025, marking a strategic move to enter and compete in China's air conditioner market. The facility, designed with a high level of automation, will initially focus on mass-producing Xiaomi's self-developed air conditioning units. This initiative reflects the company's broader ambition to expand its footprint in the smart home sector and leverage its technological expertise to offer innovative, connected cooling solutions. As consumer demand in China shifts toward intelligent, energy-efficient appliances, Xiaomi's entry is poised to significantly contribute to the growth of the room AC market. With rising urbanization, increasing temperatures, and growing interest in smart home integration, the company's upcoming product line is well-positioned to meet evolving consumer needs and drive further

expansion in the domestic AC segment.

In May 2025, Johnson Controls-Hitachi Air Conditioning announced the successful training of over 2,500 professionals across its showrooms and training facilities throughout the Middle East & Africa (MEA) distribution network. This achievement aligns with the UAE's Net Zero by 2050 strategic initiative and highlights the company's expanding role in driving sustainable development across the region. As the demand for energy-efficient cooling solutions rises sharply in the MEA, this large-scale capacity-building effort reflects a broader industry shift toward more sustainable and technologically advanced room air conditioning systems. The Middle East & Africa experiences one of the fastest-growing demands for air conditioning globally, fueled by rapid urbanization, rising temperatures, and economic development. With the International Energy Agency (IEA) forecasting a dramatic increase in global cooling needs by 2050, the push for efficient cooling technologies has become critical. The IEA also emphasizes that most air-conditioning units currently in use are two to three times less efficient than the best-performing models available today—a concern particularly relevant in regions such as the MEA, where energy resources and infrastructure are under increasing pressure. As governments in the MEA intensify efforts to meet climate targets and improve energy efficiency in the built environment, these initiatives are essential for accelerating market transformation. The increasing focus on high-efficiency room air conditioner units, supported by policy frameworks and industry training, positions the room AC market in the Middle East & Africa for robust and sustainable growth in the coming years.

In terms of product type, the room AC market is segmented into Split AC, Window AC and Portable AC. The Split AC segment held the largest room AC market share. Split ACs have emerged as a popular choice in the room AC market owing to their great energy efficiency and aesthetic appeal. These systems typically consist of two separate units—the indoor and outdoor components—that provide maximum cooling while producing low noise, making them suitable for both home and commercial applications.

Panasonic Holdings Corp, Voltas Ltd , Carrier Global Corp, LG Electronics Inc, Blue Star Ltd, Daikin Industries Ltd, Samsung Electronics Co Ltd, Mitsubishi Electric Corp, Whirlpool Corp, and Johnson Controls - Hitachi Air Conditioning Company are among the key players profiled during this market study. Several other essential market players were also studied and analyzed to get a holistic view of the global room AC market and its ecosystem.

The overall room AC market size has been derived using both primary and secondary

sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the room AC market size. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders specializing in the room AC market.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players and segments in the Room AC market.

Highlights key business priorities in order to assist companies to realign their business strategies

The key findings and recommendations highlight crucial progressive industry trends in the Room AC market, thereby allowing players across the value chain to develop effective long-term strategies

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets

Scrutinize in-depth global market trends and outlook coupled with the factors driving the market, as well as those hindering it

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing and distribution

The List of Companies - Room AC Market

Voltas Ltd

Carrier Global Corp

LG Electronics Inc

Blue Star Ltd

Daikin Industries Ltd

Samsung Electronics Co Ltd

Mitsubishi Electric Corp

Whirlpool Corp

Johnson Controls - Hitachi Air Conditioning Company

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